

Eye-chart 05.21

1999 PP&C TRANSMISSION	Actuals												Total	1998				%Chg
	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec		Qtr 1	Qtr 2	Qtr 3	Qtr 4	
Monthly Sales - 1999																		
Marlboro	9,879	11,847	15,312	10,078	3,049	3,050	3,024	3,340	12,462	14,285	12,300	13,317	12,525	12,071	12,344	13,362	149,781	
BAH	544	554	674	661	160	180	153	170	643	699	641	727	622	580	617	724	7,685	
Merit	526	546	654	647	156	161	146	164	627	664	613	699	599	558	594	697	7,421	
Virginia Slims	700	763	825	828	219	213	204	225	861	917	816	930	953	869	800	937	10,198	
Parliament	243	241	320	274	64	63	57	79	278	502	386	366	328	330	290	351	3,910	
Other OPB	38	39	46	47	10	11	11	12	44	46	45	49	44	39	42	46	525	
Other Premium Brands	2,050	2,143	2,518	2,456	609	612	581	650	2,453	2,828	2,500	2,772	2,546	2,376	2,343	2,755	29,740	
Premium	11,929	13,990	17,830	12,534	3,658	3,662	3,604	3,990	14,914	17,114	14,800	16,089	15,071	14,447	14,687	16,116	179,521	
Basic	1,432	1,571	1,499	1,453	408	403	442	487	1,740	2,099	1,866	2,068	1,917	1,885	1,861	2,189	21,580	
Cambridge	175	223	180	327	50	48	68	111	277	280	258	311	262	289	295	368	3,235	
Alpine	39	38	42	44	24	25	24	20	93	47	58	58	64	66	63	73	686	
Bristol	11	11	11	12	3	3	2	3	11	7	9	8	9	10	9	10	118	
Bucks	1	1	1	1	0	0	0	0	1	1	1	1	1	1	1	3	31	
Other Branded Discounts	17	10	12	11	9	3	2	39	64	136	72	58	59	59	56	600	##	
Branded Discounts	243	283	246	395	86	79	97	173	436	471	398	435	395	426	426	498	4,652	
FVB	71	94	110	88	29	32	27	31	118	145	126	139	130	138	136	160	1,454	
Discount	1,745	1,948	1,855	1,935	523	514	566	691	2,294	2,716	2,389	2,642	2,442	2,450	2,422	2,847	27,986	
PM USA	13,675	15,938	19,685	14,489	4,181	4,176	4,170	4,682	17,208	19,829	17,189	18,731	17,513	16,897	17,109	18,963	207,207	
Calendar Weeks	4,181	4,000	4,648	4,352	1,000	1,000	1,000	1,000	4,181	4,467	4,352	4,448	4,371	4,181	4,448	4,562	62,181	
Contributions																		
Marlboro	72.24%	74.33%	77.78%	69.65%	72.92%	73.04%	72.51%	71.34%	72.42%	72.04%	71.56%	71.10%	71.52%	71.44%	72.15%	70.46%	72.29%	
BAH	3.98%	3.48%	3.43%	4.57%	3.82%	3.83%	3.66%	3.63%	3.74%	3.53%	3.73%	3.88%	3.55%	3.43%	3.60%	3.92%	3.71%	
Merit	3.84%	3.43%	3.32%	4.47%	3.73%	3.84%	3.51%	3.51%	3.64%	3.35%	3.58%	3.73%	3.42%	3.30%	3.47%	3.67%	3.58%	
Virginia Slims	5.12%	4.79%	5.72%	5.24%	5.10%	4.90%	4.80%	5.00%	4.62%	4.75%	4.97%	5.44%	5.14%	4.68%	4.94%	4.92%	4.92%	
Parliament	1.78%	1.51%	1.63%	1.90%	1.53%	1.63%	1.60%	1.62%	2.53%	2.25%	1.95%	1.87%	1.95%	1.69%	1.85%	1.89%	1.69%	
Other OPB	0.28%	0.24%	0.23%	0.32%	0.25%	0.25%	0.26%	0.26%	0.26%	0.23%	0.26%	0.26%	0.23%	0.24%	0.24%	0.25%	0.29%	
Other Premium Brands	14.99%	13.48%	12.79%	16.98%	14.67%	14.66%	13.92%	13.89%	14.25%	14.26%	14.54%	14.80%	14.54%	14.05%	13.69%	14.53%	14.35%	
Premium	87.23%	87.78%	90.58%	86.62%	87.49%	87.70%	86.43%	85.23%	86.67%	86.31%	88.10%	85.89%	85.06%	85.50%	85.84%	84.99%	86.64%	
Basic	10.47%	9.86%	7.62%	10.04%	9.77%	9.64%	10.59%	10.41%	10.11%	10.58%	10.85%	11.04%	10.95%	11.16%	10.88%	11.54%	10.41%	
Cambridge	1.28%	1.40%	0.91%	2.26%	1.21%	1.14%	1.63%	2.37%	1.61%	1.41%	1.50%	1.66%	1.50%	1.71%	1.73%	1.69%	1.66%	
Alpine	0.28%	0.24%	0.21%	0.30%	0.57%	0.60%	0.58%	0.43%	0.54%	0.24%	0.33%	0.31%	0.37%	0.39%	0.37%	0.39%	0.33%	
Bristol	0.08%	0.07%	0.05%	0.08%	0.07%	0.06%	0.06%	0.06%	0.06%	0.03%	0.05%	0.04%	0.05%	0.06%	0.05%	0.06%	0.06%	
Bucks	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.00%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	
Other Branded Discounts	0.12%	0.06%	0.08%	0.07%	0.21%	0.08%	0.08%	0.84%	0.31%	0.63%	0.42%	0.31%	0.34%	0.33%	0.30%	0.29%	0.35%	
Branded Discounts	1.78%	1.78%	1.25%	2.73%	2.06%	1.89%	2.34%	3.70%	2.53%	2.38%	2.31%	2.82%	2.26%	2.52%	2.49%	2.63%	2.24%	
FVB	0.52%	0.59%	0.56%	0.61%	0.68%	0.77%	0.54%	0.66%	0.69%	0.73%	0.74%	0.82%	0.74%	0.84%	0.70%	0.58%	0.68%	
Discount	12.77%	12.22%	9.42%	13.38%	12.51%	12.30%	13.57%	14.77%	13.33%	13.69%	13.90%	14.11%	13.94%	14.50%	14.16%	15.01%	13.36%	
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Seasonal Factors	0.9311	0.9480	0.9700	1.0000	1.0294	1.0294	1.0294	1.0294	1.0294	1.0522	1.0371	1.0371	1.0122	0.9956	0.9861	0.9902	1.0000	
Combined Cal/Seas	3,893	3,792	4,509	4,352	1,029	1,029	1,029	4,304	4,745	4,513	4,613	4,424	4,163	4,386	4,507	4,607	52,181	
De-seasonalized Weekly Sales																		
Marlboro	2,538	3,124	3,396	2,316	2,962	2,963	2,937	3,244	2,895	3,011	2,725	2,887	2,831	2,900	2,814	2,864	2,870	
BAH	140	146	150	152	155	148	165	149	147	142	157	141	133	141	161	147	145	
Merit	135	144	145	149	151	158	142	160	146	140	136	152	135	134	135	156	142	
Virginia Slims	180	201	183	190	213	207	198	218	200	193	181	202	215	209	182	208	195	
Parliament	62	64	71	63	52	66	65	77	65	106	85	79	74	79	68	78	75	
Other OPB	10	10	10	11	10	10	12	10	10	10	11	10	9	10	10	10	12	
Other Premium Brands	527	565	559	564	592	595	564	632	570	596	564	601	576	571	534	611	570	
Premium	3,064	3,689	3,955	2,880	3,553	3,558	3,601	3,876	3,465	3,807	3,279	3,488	3,406	3,471	3,348	3,575	3,440	
Basic	368	414	333	334	397	391	429	473	404	442	413	448	433	453	424	486	414	
Cambridge	45	59	40	75	49	46	66	108	64	59	57	67	59	69	68	79	62	
Alpine	10	10	9	10	23	24	19	22	10	13	13	14	16	14	16	13	10	
Bristol	3	3	2	3	3	3	2	3	1	2	2	2	3	2	2	2	4	
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Other Branded Discounts	4	3	3	2	8	3	2	38	12	29	16	13	14	13	12	11	3	
Branded Discounts	62	76	54	91	84	77	95	168	101	99	88	94	89	102	97	111	83	
FVB	18	25	24	20	28	31	26	30	27	31	28	30	29	33	31	35	28	
Discount	449	514	411	445	508	499	550	672	533	572	529	573	552	589	652	632	531	
PM USA	3,513	4,203	4,366	3,325	4,061	4,057	4,061	4,548	3,998	4,179	3,808	4,060	3,958	4,059	3,901	4,207	3,971	

5/21/99 16:25

Eye-chart 05.14

1999 PP&C TRANSMISSION	Actuals	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	%Chg from '98							
Monthly Sales - 1999	Jan	Feb	Mar	Apr	5/7	5/14	5/21	5/28	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	
Marlboro	9,879	11,847	15,312	10,078	3,049	3,050	3,024	3,340	12,462	14,329	12,309	13,326	12,527	12,068	12,345	13,223	149,704	37,038	36,869	36,162	37,836	160,819	-6.91%
B&H	544	554	674	661	160	160	153	170	643	692	638	727	622	580	617	716	7,667	1,772	1,995	1,987	1,913	9,250	-17.11%
Merit	525	546	654	647	156	161	146	164	627	666	613	699	599	558	594	689	7,417	1,725	1,939	1,911	1,842	9,167	-19.08%
Virginia Slims	700	763	825	828	219	213	204	225	861	920	816	931	953	868	800	827	10,192	2,268	2,608	2,700	2,596	10,515	-3.07%
Parliament	243	241	320	274	64	66	67	79	278	503	386	366	328	330	290	348	3,908	804	1,056	1,081	967	3,617	8.04%
Other OPB	38	39	46	47	10	11	11	12	44	47	45	49	44	44	42	46	525	123	138	138	127	651	-19.35%
Other Premium Brands	2,050	2,143	2,518	2,456	609	612	581	650	2,453	2,827	2,498	2,773	2,546	2,376	2,343	2,726	29,709	6,711	7,736	7,817	7,445	33,200	-10.51%
Premium	11,929	13,990	17,830	12,534	3,658	3,662	3,604	3,990	14,914	17,156	14,807	16,099	15,073	14,444	14,688	15,949	179,414	43,749	44,605	45,979	45,081	194,018	-7.53%
Basic	1,432	1,571	1,499	1,453	406	403	442	487	1,740	2,105	1,867	2,069	1,917	1,886	1,861	2,166	21,566	4,502	5,297	5,853	5,913	22,885	-5.76%
Cambridge	176	223	180	327	50	48	68	111	277	281	310	262	289	296	354	3,231	578	885	830	939	4,066	-20.52%	
Alpine	39	38	42	44	24	25	24	20	93	48	58	58	64	66	63	73	666	119	185	180	202	687	-0.26%
Bristol	11	11	11	12	3	3	2	3	11	7	9	8	9	10	9	10	117	33	29	26	30	221	-48.87%
Bucks	1	1	1	1	0	0	0	0	1	1	1	1	1	1	1	1	13	3	3	4	3	31	-56.69%
Other Branded Discounts	17	10	12	11	9	3	2	37	61	86	63	47	57	62	55	52	523	39	148	167	169	160	#####
Branded Discounts	243	283	246	395	86	79	97	171	434	422	389	424	393	429	424	490	4,571	772	1,250	1,206	1,343	5,165	-11.50%
FVB	71	94	110	88	29	32	27	31	119	146	126	139	130	138	136	158	1,465	275	363	395	432	2,084	-30.19%
Discount	1,746	1,948	1,856	1,935	523	514	566	690	2,292	2,573	2,382	2,532	2,440	2,453	2,421	2,814	27,592	5,549	6,901	7,454	7,688	30,134	-8.44%
PM USA	13,675	15,934	19,685	14,469	4,181	4,176	4,170	4,680	17,207	19,829	17,188	18,731	17,513	16,897	17,109	18,763	207,005	49,298	51,605	53,433	52,769	224,152	-7.65%
Calendar Weeks	4,181	4,000	4,548	4,352	1,049	1,000	1,000	1,000	4,181	4,467	4,362	4,448	4,371	4,181	4,448	4,552	52,181	12,829	13,000	13,171	13,181	52,188	-0.01%
Contributions	Jan	Feb	Mar	Apr	5/7	5/14	5/21	5/28	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	
Marlboro	72.24%	74.33%	77.78%	69.65%	72.92%	73.04%	72.51%	71.36%	72.42%	72.26%	71.61%	71.14%	71.63%	71.42%	72.16%	70.47%	72,32%	75.13%	71.58%	71.42%	71.32%	71.75%	0.80%
B&H	3.98%	3.48%	3.43%	4.57%	3.82%	3.83%	3.65%	3.63%	3.74%	3.49%	3.71%	3.82%	3.55%	3.43%	3.60%	3.70%	3,60%	3.87%	3.72%	3.62%	4.13%	10.24%	
Merit	3.84%	3.43%	3.32%	4.47%	3.73%	3.84%	3.51%	3.51%	3.64%	3.38%	3.57%	3.73%	3.42%	3.30%	3.47%	3.67%	3,50%	3.77%	3.58%	3.49%	4.09%	12.39%	
Virginia Slims	5.12%	4.79%	5.72%	6.24%	5.10%	4.90%	4.80%	5.00%	4.64%	4.75%	4.97%	5.44%	5.14%	4.68%	4.94%	4.64%	5,08%	5.05%	4.92%	4.69%	4.98%	10.41%	
Parliament	1.78%	1.51%	1.63%	1.90%	1.53%	1.63%	1.60%	1.69%	1.62%	2.54%	2.25%	1.96%	1.88%	1.95%	1.69%	1.89%	1,63%	2.05%	2.02%	1.83%	1.61%	16.99%	
Other OPB	0.28%	0.24%	0.23%	0.32%	0.25%	0.25%	0.26%	0.26%	0.26%	0.23%	0.26%	0.26%	0.23%	0.24%	0.25%	0.25%	0.25%	0.27%	0.26%	0.24%	0.25%	0.25%	
Other Premium Brands	14.99%	13.45%	12.79%	16.98%	14.57%	14.66%	13.92%	13.90%	14.25%	14.26%	14.53%	14.80%	14.54%	14.06%	13.69%	14.53%	14,357	15.61%	15.02%	14.63%	14.11%	14.81%	-3.10%
Premium	87.23%	87.78%	90.58%	86.62%	87.49%	87.70%	86.43%	85.26%	86.88%	86.52%	86.14%	85.95%	86.07%	85.48%	85.85%	85.00%	86.67%	88.74%	86.60%	86.05%	85.43%	86.56%	0.13%
Basic	10.47%	9.66%	7.62%	10.04%	9.77%	9.64%	10.59%	10.41%	10.11%	10.62%	10.86%	11.05%	10.95%	11.16%	10.88%	11.54%	10,42%	9.13%	10.29%	10.95%	11.21%	10.21%	2.04%
Cambridge	1.26%	1.40%	0.91%	2.26%	1.21%	1.14%	1.63%	2.37%	1.61%	1.42%	1.50%	1.66%	1.50%	1.71%	1.73%	1.89%	1.56%	1.17%	1.72%	1.55%	1.78%	1.81%	-13.94%
Alpine	0.29%	0.24%	0.21%	0.30%	0.57%	0.50%	0.53%	0.43%	0.54%	0.24%	0.33%	0.31%	0.37%	0.39%	0.37%	0.39%	0.33%	0.24%	0.36%	0.34%	0.38%	0.31%	8.00%
Bristol	0.08%	0.07%	0.05%	0.08%	0.07%	0.06%	0.06%	0.06%	0.05%	0.03%	0.05%	0.04%	0.05%	0.06%	0.05%	0.06%	0.07%	0.06%	0.05%	0.06%	0.06%	0.10%	-42.46%
Bucks	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	-53.10%
Other Branded Discounts	0.12%	0.06%	0.07%	0.21%	0.08%	0.08%	0.08%	0.08%	0.79%	0.30%	0.44%	0.37%	0.32%	0.37%	0.32%	0.25%	0.08%	0.29%	0.31%	0.32%	0.07%	#####	
Branded Discounts	1.78%	1.78%	2.25%	2.06%	1.89%	2.34%	3.65%	2.52%	2.13%	2.26%	2.26%	2.24%	2.24%	2.54%	2.61%	2.21%	1.57%	2.43%	2.26%	2.55%	2.30%	-4.17%	
FVB	0.52%	0.59%	0.56%	0.61%	0.68%	0.77%	0.64%	0.67%	0.69%	0.74%	0.73%	0.74%	0.74%	0.82%	0.79%	0.84%	0.70%	0.56%	0.69%	0.74%	0.82%	0.93%	-24.41%
Discount	12.77%	12.22%	9.42%	13.38%	12.51%	12.30%	13.57%	14.74%	13.32%	13.48%	13.86%	14.05%	13.93%	14.52%	14.16%	15.00%	13.33%	11.26%	13.40%	13.95%	14.57%	13.44%	-0.85%
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%	
Seasonal Factors	0.9311	0.9480	0.9700	1.0000	1.0294	1.0294	1.0294	1.0294	1.0294	1.0622	1.0371	1.0371	1.0122	0.9956	0.9851	0.9902	1.0000	0.9497	1.0305	1.0280	0.9906	1.0000	
Combined Cal/Seas	3,893	3,792	4,509	4,352	1.029	1.029	1.029	1.029	4.304	4.745	4.513	4.613	4.424	4.183	4.386	4,507	52,181	12,184	13,397	13,540	13,057	52,183	
De-seasonalized Weekly Sales	Jan	Feb	Mar	Apr	5/7	5/14	5/21	5/28	May	Jun	July	Jul	Sep	Oct	Nov	Dec	Total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	
Marlboro	2,538	3,124	3,396	2,316	2,982	2,963	2,937	3,244	2,895	3,020	2,727	2,889	2,831	2,899	2,815	2,934	2,666	3,040	2,752	2,819	2,882	3,082	-6.90%
B&H	140	146	150	152	155	155	148	165	149	146	141	158	141	139	141	159	147	145	149	147	146	177	-17.10%
Merit	135	144	145	149	151	156	142	160	146	140	136	152	135	134	135	153	142	142	145	141	141	176	-19.03%
Virginia Slims	160	201	183	190	213	207	198	218	200	194	181	202	215	209	182	206	195	188	195	199	199	201	-3.05%
Parliament	62	64	71	53	62	65	65	77	65	66	86	79	74	66	77	75	68	68	79	80	74	69	8.06%
Other OPB	10	10	10	11	10	10	10	12	10	10	11	10	10	9	10	10	10	10	10	10	10	12	-19.34%
Other Premium Brands	527	665	669	564	592	565	564	632	570	586	553	601	575	571	634	605	569	651	577	577	570	636	-10.50%
Premium	3,064	3,689	3,965	2,880	3,553	3,568	3,501	3,876	3,465	3,816	3,281	3,490	3,407	3,470	3,349	3,538	3,438	3,591	3,330	3,396	3,463	3,718	

Difference